

Strategies for the Development of Economic Management in Universities Under the Perspective of New Media

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Abstract: Strategies for the development of university economic management under the new media perspective have been a critical concern for the higher education industry in China, and therefore, this paper will provide a detailed discussion on the development strategies of university economic management under the perspective of new media, and is expected to give researchers in the field of the necessary reference information.

Keywords: New media perspective; University economic management; Development strategy

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1 Introduction

With the continuous development of the economy, China's colleges and universities at present in the economic management level to achieve the performance of the following characteristics, one is the centralized collection of funds, the second is the diversification of funding channels, and the third is the complexity of the commercial business. Under the perspective of new media, all undertakings in China show different development characteristics, and the financial management affairs of colleges and universities are even more so. According to the current economic management development strategy carried out by universities around China, the economic management system for China's university financial management work. There are serious negative implications. Because university economic management plays a vital role in the operation of the overall university system, it is

essential to look at it from a new media perspective. The quality of the university's whole process and the need to deploy relevant reform measures to achieve a complete economic management system of the university to achieve the necessary control of university operating costs^[1]. Based on these theories, I will analyze the current situation of university economic management under the perspective of new media in the following section, and then explain the new media in the next article. The development strategy for the effective strengthening of university economic management from the media perspective is discussed, and finally, the new media perspective is presented. The implementation strategy to promote effective and innovative financial management in universities under the following circumstances is discussed in detail for the reader's reference.

2 Analysis of the current situation of economic management work in Chinese universities under the perspective of new media

2.1 Single knowledge structure

The most apparent problem in the development of financial management work in universities in China under the aspect of new media is that the implementation personnel of the financial management work in universities has to have the knowledge structure is relatively single, it has been unable to adapt to the development needs of the current society effectively. Specifically, university economic management staff only familiar with their work among the problems, once the implementation of financial management work.

Issues that arise that are highly correlated with other industries, the university financial management staff will not be able to achieve a scientific treatment of them, resulting in the actual implementation of the university financial management work is challenging to achieve high results. It can be seen, the current new media perspective of China's university financial management work in the implementation of the main reason for the dilemma that is not able to Achieve the overall quality of university economic management staff development. On another level, the current era of China's financial management work is in an urgent need to transform the critical period, which is all the more need to University financial management staff continuously have to enhance their learning^[2].

2.2 Lack of service awareness

The economic management of the university is one of the essential components of the university. However, at the same time, it is developed independently of the university, so that it should formulate a perfect economic management system, to make the necessary preparation work for the effective operation of the university. The university financial management work is for the active development of the university later and service, so do the corresponding economic management work, should be based on the school's own actual development situation and the formulation of the most scientific financial management program. Some colleges and universities in our country in the implementation of the corresponding economic management program, part of the university commercial managers, exist indifferent service consciousness of the situation. This is reflected in the lagging concept of window service, which always places itself at the disposal of the dominant position, and its apparent lack of response to requests to come to the window. The understanding of reporting faculty and staff, and the inability to explain in detail the policy reasons for related non-reporting situations, etc., makes college economic Management implementation is significantly less effective^[3].

3 Exploring the strategy of strengthening economic management in universities under the perspective of new media

3.1 Emancipation of the mind and adjustment of the system

To achieve the necessary strengthening of the new media perspective of university economic management

work, should first do is to fully emancipate the mind and carry out the corresponding. The reform and innovation work, combined with the actual operation of the university to develop the most reasonable investment and financing system. Each university should implement the economic management work in-depth, to really serve for the later development of the university^[4]. On the other hand, it is more important to realize cost-saving and make corresponding adjustments to the relevant systems and legal requirements of the universities. To the maximum extent possible to avoid the occurrence of related disciplinary violations. Besides, more should be the necessary strengthening of the university economic management tracking accountability system and performance appraisal system construction work, in order to promote the overall improvement of the financial management efficiency of universities.

3.2 Develop a system of economic management that is best suited to the stability of schools

The commercial management department of the university under the new media perspective should strictly follow the relevant legal requirements and based on the actual development situation of the university itself. To develop an economic management system that is best suited to the stability of the school, and then to implement the resulting system by the relevant implementation requirements. The financial management system is effectively implemented in the actual work. On the other hand, the most critical work of economic management in universities from the perspective of new media is financial accounting, so it should be fully guaranteed that the implementation of commercial accounting work quality, so as to promote the role of university financial information can be fully exerted^[5]. The specific implementation, according to the implementation of the real-time economic Management of the university for the later development of the university to provide some more professional This is to assist the decision-making management of the university and thus do the corresponding basic work for the overall development of the university.

3.3 Enhanced training and Management of relevant economic management staff

The necessary reinforcement to achieve efficient financial management from the perspective of new media can also be enhanced by the practice of pertinent business management staff and Management, to realize the significant improvement of university economic management level. In the actual implementation of the

development strategy, can first strengthen the training and Management of university financial management personnel. This is because the management staff is the main body of university economic management, only to ensure that the quality of commercial managers can be significant Enhancement, university financial management team can realize the full standardized development. Secondly, according to the actual development needs of the university and set up more professional training institutions to achieve for the excellent economic management personnel, the financial management team can realize standardized development the necessary cultivation work^[6]. Also, it is possible to achieve the required introduction of high-level economic managers and then create a fairer financial management mechanism. This will lead to a more stable development of the universities.

3.4 Strengthening the information construction of economic Management in universities

Along with the continuous development of the times, information technology has become the mainstream trend of the development of contemporary society, for the commercial management work of the university. This is especially true. Therefore, to make colleges and universities to follow the pace of development of the times, colleges and universities should first realize the training of professional and technical personnel. Ensure that the university economic management information system can achieve the necessary maintenance, and comprehensively promote the university economic management technology can perform the required improvement. To ensure the security of the university financial information data. It should also integrate the relevant advanced information technology, the university financial management tools to achieve the necessary innovation, to form a higher level to contribute to a steady improvement in the financial Management of universities^[7].

4 The new media perspective to promote the practical innovation of university economic management mode of strategic inquiry

4.1 Establishing a market economy in universities

A market economy means that all production and resources should be allocated by the market, and all funds should be used for a fee. When China's planned economy was in place, higher education institutions

did not have the status of independent legal entities and were not financially viable. At that time, the operating funds of the university all came from financial allocations, and the financial management activities carried out by it were mainly concentrated in the areas of revealing, accounting, reflecting, and completing plans for financial transactions within the university's internal economic activities^[8]. Therefore, the business managers of universities at that time generally believed that financial management is the matter of accounting. After the implementation of the modern socialist market economic system, to cope with the fast-changing financial market, each university in China has put the universities' the focus of financial Management shifted to the use of financial leverage principles to drive the necessary reductions in university operating costs and how to maximize the reduced investment risk and other dimensions.

4.2 Promotion of the E-commerce economy

Along with the steady development of the country, the country's economy is gradually moving towards the integration of the world economy, which makes our universities in the while being deeply influenced by the domestic education environment, we also have to bear the pressure from the international education environment. It will be the inevitable trend of the development of Chinese colleges and universities to compete with global competition and converge with international standards. Therefore, it will also be an inevitable development trend for Chinese colleges and universities to strengthen the cooperation between them and the international ones in the economic management level^[9].

The most prominent problem that currently exists in our universities is how to effectively face the advent of the knowledge economy, which is because of the global economy. The rapid development of the knowledge economy has led to a globalized economy, and the constant updating of knowledge provides a solid foundation for the advent of a globalized economy. It also has an essential influence on the economic management activities of universities. Therefore, in the face of the rapid development of the knowledge economy, higher education institutions should take the necessary measures to maximize the expansion of knowledge and thus to promote the development of knowledge management. Effectively improve the prosperity and development of the university economy.

The first issue that should be considered in the development of contemporary university economic management work is the promotion of e-commerce,

this is because, along with The rapid development of modern information technology, university students in daily life has been the general application of network communication technology, so, e-commerce The economy has played an important role in the economical management of universities. According to the relevant authoritative data, at present, our country already has 850 million electronic users, this data for the financial management of our universities as well as day-to-day operations make a significant impact. Based on this, activities such as instructional management, e-commerce, business management, and marketing can be used as a basis for the use of these types of events in the university and the To transmit the appropriate information between the different sectors of society and to use the network to achieve the necessary innovations in the economical management of universities to promote the university Economic management can be adequately responsive to the times^[10].

4.3 Creating a people-centred economic management model

Traditional university economic management activities have focused on physical resources as the focus of investment, and it views intellectual resources as a resource that can be external factors affecting the economical management of universities. There is a fatal error in this view because in the context of the rapid development of the market economy, the importance of the knowledge economy has become increasingly, the intellectual factor has become an essential factor influencing the economic management activities of universities and colleges, and it plays a vital role in the management of universities and education. In such an environment, knowledge and ability become essential factors for the rapid development of universities. Therefore, universities should always adhere to the people-oriented and take the necessary measures to promote intellectual property rights to be able to innovate effectively. Now that universities are in the stage of transformation and development, they should take the necessary measures to promote the enthusiasm of the teaching staff to mobilize fully. Up to fundamentally realize the improvement of university economic management level. At the same time, efficient financial managers should also establish a similar risk concept promptly, for the sophisticated market competition environment to have sufficient. The university should also provide business assets for knowledge creation and knowledge commercialization to anticipate the market effectively. Likewise, universities should give corresponding

business assets for knowledge creation and knowledge commercialization to create a deeper understanding of the market—level to achieve sustainable growth in operating profit^[11].

4.4 Innovative university economic management methods

In the current economic management activities of Chinese universities, because the market environment is in a state of constant change, and the external environment is not always the same. Universities are also in a state of continuous change, so it is difficult to position the market accurately. Based on this, we can face up to the market positioning in the university economic management, the university financial management model to realize the re-planning, and then to the New methods of economic management in universities to achieve the necessary innovations, which in turn will enable our universities to achieve more stable development^[12].

4.5 Conducting economic management assessments of universities

The college economic analysis is a summary of the project forecasting efforts during the operating period, and it is also a way of predicting the later stages of college development. Important Criteria. The smooth progress of university economic management activities in the new media perspective should be carried out by the actual asset structure and asset content of the university. And the corresponding work should be deployed, and also the previous financial analysis indicators should be rearranged. Carrying out the economic management assessment of the university can be carried out by implementing the corresponding arrangements through the following three levels.

The first level, which is the detailed calculation of the university's total assets workers' equity ratio, total assets owners' equity ratio, and total assets and liabilities ratio of the three adequately reflects the share of the various sources of capital in total assets and contributes to the maintenance of a capital structure that is consistent with the value of the capital stock—higher reasonableness. The second level, which is the detailed calculation of three values, such as the profitability of intellectual assets, the rate of production of intellectual assets, and the rate of turnover of intellectual assets. The third level is the detailed calculation of the profitability of human assets, the output rate of human assets, and the turnover rate of human assets, to realize the analysis and assessment of the effectiveness of the use of intellectual resources and the effectiveness of investment. The third

level is to calculate in detail the profitability of human assets, the output rate of human assets, and the turnover rate of human assets, to analyze and evaluate the effectiveness of the use of intellectual resources and the effectiveness of investment—the necessary analysis and assessment of the efficiency of human resources and the effectiveness of investments.

5 Conclusion

In short, the effective operation of the economic management work of universities under the perspective of new media has an important strategic significance to realize the prosperous development of China's higher education, for this reason, the author has made a detailed investigation on the development strategy of the economical management of universities under the perspective of new media above, hoping to help the relevant personnel, and I believe that the economic management work of universities under the aspect of new media can be carried out more smoothly in the future. The cause of China's higher education will also realize a more prosperous development.

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